

The Go Green Campaign: Working with Businesses

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For more information on
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The Go Green Campaign

- Launching a coordinated campaign of awareness, education and community support
- Building an ethic in purchasing green power



- Supporting businesses that are willing to step forward
- Creating a demand pull to compliment policy pushes

Green Power Purchases in the Northwest

- Over 36 million kwh in annual sales and over 13,000 participants

Oregon represents 88% of signups

Oregon businesses are 3% of participants but one-third of kwh purchases

Elements of Working with Businesses

- Approach similar to a political campaign
- Borrow from community outreach models
- Clearly define the ask
- Make it doable and rewarding



- Recognize it is new and needs: awareness, education, validation and repetition

Preparation

- Understand the community & identify leaders
- Develop and test meaningful messages
- Develop outreach & educational materials



- Enlist initial supporters & early adopters

Awareness and Education

- Launch a concentrated effort
- Meet with community leaders and local environmental, civic, government organizations



- Meet with local and business press
- Presentations to various civic and environmental groups
- Craft a business packet

Define the Ask and Awards

- Create a standard and get buy-in: The Northwest Clean Energy Challenge
- Identify value for businesses:
 - Tangible rewards
 - Environmental benefits
 - Community leadership
 - Media
 - Marketing
 - Partnerships



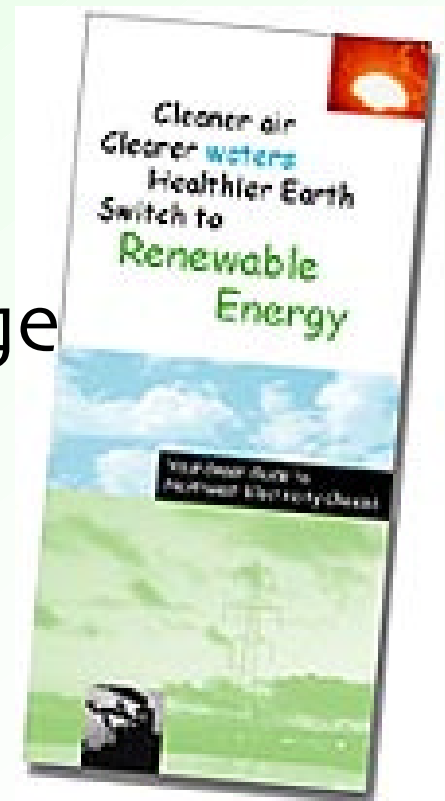
Validation

- From the environmental community and civic organizations for the product and for the purchaser
- Enlist local leaders to provide public support and testimonials
- Publicize the list of supporters and participants



Outreach and Repetition

- Refine, repeat, expand preparation steps
- Recognize it is a personal ask
- Create positive relationships
- Use partnerships to create leverage
- Ride the ripple effect



Why Businesses Participate

- Distinguish themselves from the competition
- Part of company image
- For employees
- Commitment to the environment
- Community leaders
- Progressive/Trend-setters
- Potential CO₂ trading or offsets



What Works Against You

- Newness
- Getting to decision-maker
- Multiple service territories and facilities
- Timing
- Landlords/lease agreements
- Lukewarm environmental support
- Price



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What Works For You

- Messages that are simple, positive, solution-oriented & concrete
- Providing value for businesses
- Partnering with local civic and environmental organizations, utilities, public agencies
- Making it doable, rewarding & real



Conclusions

- Build a sustained campaign
- Stress partnerships and creating value
- Realize it is a personal sell
- Be willing to stand with participants
- It takes:
 - Education
 - Awareness
 - Validation
 - Repetition



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